

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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STUTZ INTRODUCES NEW EIGHT LINE

1925 PRODUCTION OF AUTOMOBILES TOPS ALL MARKS

Motor Vehicle Output
Totals 4,325,000—
Passes '23 High

NEW YORK, Dec. 30.—Production of motor vehicles in 1925 reached a new high record of 3,883,000 cars and 492,000 trucks, or a total of 4,325,000, according to a statement issued this week by Charles Clifton, president of the National Automobile Chamber of Commerce.

The highest previous year's production was in 1923, when 4,086,000 cars and trucks were produced.

The wholesale value of cars and trucks manufactured this year approximates three billion dollars.

This year has been particularly notable for the motor truck industry, which turned out close to 500,000 vehicles, the exact estimate being 492,000. This is nearly 12 per cent. of the total output of the industry.

Figures, as in the case of monthly statements, include the production of Canadian plants making cars of United States design.

This year the export figures passed 550,000 as compared with 386,000 last year. Accordingly, it is clear that a large part of the new record in production should be credited to the foreign market.

Dodge Dealers to Meet in Detroit

Special from A. D. N. Detroit Bureau
Detroit, Dec. 30.—Dodge Brothers dealers to the number of 2,500 will be guests of the factory in Detroit for three days, beginning Wednesday, January 6. The guests will be brought to Detroit in fifteen special trains. Headquarters for them have been reserved in the Book Cadillac and the Statler.

Conventions and sales meetings are scheduled for the three days. The gathering is said to be the largest of its kind that has ever been held in Detroit.

C. M. SCHWAB TO SPEAK AT CHICAGO ROAD ASSN. MEET

Chicago, Dec. 30.—Charles M. Schwab will be the principal speaker at the twenty-third annual convention and road show here of the American Road Builders' Association, January 11 to 15, at the Congress Hotel and Coliseum.

NEW passenger car registrations of the entire country, compiled for the week and month, will be found on pages 4 and 5 of this issue.

Auburn Announces Prices on New Fours

Auburn, Ind., Dec. 30.—The Auburn Automobile Company announces the following prices, f. o. b. factory, on its new four-cylinder line: sedan, \$1,195; coupe, \$1,175; touring, \$1,145; roadster, \$1,145.

HOOVER SEES BIG YEAR AHEAD

Predicts Record Production in Automotive Industry

By FRANCIS P. DAILY

Washington, Dec. 30.—The automobile and tire industries of the United States "will record an unprecedented output" in 1926, Secretary of Commerce Hoover declared today in a New Year forecast of the economic prospects for the next twelve months.

He declared that any business forecast "must be simply an appraisal of the forces in motion at home and abroad for and against progress," and explained that all signs indicate that "if we temper our optimism with a sprinkling of caution we shall continue our high level of prosperity over 1926."

"Industries as a whole are running at high levels of production, while the production of automobiles and tires will continue to make record-breaking achievements in the coming year," the secretary said. "The coal industries show increased production despite the anthracite strike, and the production of all other minerals has increased."

He reiterated his charge against the British rubber control policy, and declared an analogous situation would exist if the United States were to charge four times as much for its wheat and cotton exports.

He stated that over-extension of installment buying also requires caution "but with such caution we should continue a prosperous year over 1926," he added.

"The dominant favorable factor in our outlook is our increased productivity, due to fundamental and continuing forces," the secretary said, "such as education, advancement of science, skill and elimination of waste."

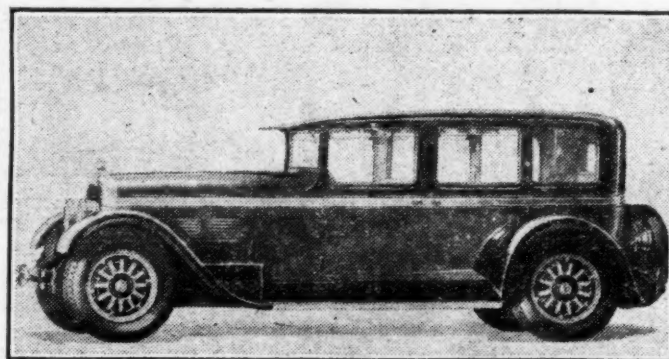
Mr. Hoover called attention to construction industries, "which have played a very large part in the high business activity of the last three years." In transportation he said the railroads are giving the best service in history, while electrification has made further great strides.

Speaking of the country's foreign trade in 1925, Secretary Hoover said "it has been exceptionally satisfactory" and that final figures probably will show that the United States has added to its foreign investments by more than a billion dollars.

"There should be no abatement of caution in the placing of forward orders," he explained, "particularly in view of the great increase in sales of a great variety of merchandise on the installment basis."

Safety Chassis Models Are to Be First Displayed at New York Show

INDIANAPOLIS, Ind., Dec. 31.—Rumors that have been flying fast in automotive circles for the last few weeks regarding a new car having an old name, but a car actually and really new in appearance, in engineering design and performance, came to a head today with the announcement of the details of the new Stutz.



New Five-Passenger Stutz Sedan with safety chassis.

The engineering and manufacturing heads of the Stutz Motor Car Company have divulged enough of the story of the car from Indianapolis to make interesting reading for the whole automotive industry. Models of the new Stutz safety chassis are to be exhibited for the first time to the public at the New York Automobile Show, January 9 to 16.

The new Stutz has a floor height from the road of twenty inches. Its overall height, road to roof is seventy inches; seat level thirty inches above road; head room thirty-nine inches. Broadly interpreted these figures mean that the bodies of the new Stutz are five inches nearer the ground than those of conventional design. But the radically lowered center of gravity, which is immediately apparent on first glance, is accounted for in part by the worm final drive.

The new Stutz safety chassis is powered with a vertical eight motor, with a piston displacement of 287 cubic inches; compression ratio of 4.8 to 1, and engine output of 92-horsepower at 3,200 r. p. m.

Then to go even further with this new Stutz of very advanced design all models are equipped with non-leaking hydrostatic brakes. These are four-wheel brakes of an entirely new design—there is nothing on them to adjust; they are inherently equalized. Shoes can be readily replaced.

Chassis lubrication is from the engine. All working parts of the chassis are lubricated by the new Myers magazine oiling system which is non-clogging, self-cleaning and positive.

Although the wheel base is 131 inches the car turns in a 24 foot radius. Springs are unusually long and flexible.

Both from appearance and in study of design it is evident that the new Stutz engineers have deliberately planned a passenger car primarily to provide maximum safety to its passengers, and protection to the car itself.

These are a few of the outstanding features of the new Stutz—an automobile which in its entirety is distinctly different and notably advanced.

Of course, the latest "fittings" and essentials are included in the new Stutz. The Delco dual ignition operates two spark plugs in each cylinder from opposite points; its lights are twin-beam reflector headlights, with steering column control and combination park, stop and backing light.

All bodies are fitted with windshield cleaners. Electric cigar lighters on extension cords are carried on the instrument boards. An auxiliary trouble lamp is clipped back of the instrument board. Instruments are grouped in an elliptical panel on the dash and are protected by a single glass with interior illumination for night

(Continued on Page 2)

Wayne Truck Co. Gives \$40,000 Bonus

Fort Wayne, Ind., Dec. 30.—The Wayne Tank and Pump Company, manufacturers of filling station equipment, is distributing \$40,000 in bonuses to its employees. Previous distributions for the year amounted to \$40,000, making \$80,000 for the year, according to B. F. Geyer, general manager.

"We have had a very successful year," said Mr. Geyer. "The bonus is distributed only when the net earnings of the company are ample, as they were in the year now closing. The pump and tank business has been exceptionally good."

Interstate Bus Legislation Looms

Special from A. D. N. Washington Bureau

Washington, Dec. 30.—A long, drawn-out series of hearings on the Cummins bill for the interstate regulation of motor bus traffic before the Senate Interstate Commerce Committee is predicted here. The hearings are expected to open about the middle of January. It was indicated yesterday when the first list of witnesses who will appear before the committee became known.

It was learned that the measure is designed to cover only the operation of passenger motor buses competing with railroads and electric lines engaged in interstate traffic and will not interfere with the operation of trucks and other vehicles hauling freight.

NOTICE

THE Automotive Daily News will not publish on New Year's Day. The commercial car registration table which is scheduled for Friday, will be printed in the following Monday issue.

TAX CUT BENEFIT MAY BE CANCELED

Buick Motor Head Says 1926 Rubber Prices Are Big Factor

Detroit, Dec. 30.—"There is a danger that the proposed tax reductions on automobiles to 3 per cent. from 5 per cent. by the Federal government, which would at once be reflected in lower prices to the ultimate consumer, and besides that a large amount of money will be absorbed in higher prices of automobile tires," H. H. Bassett, president of the Buick Motor Company, is quoted as saying.

"That is the major question facing the automotive industry today, and is about the only cloud on the 1926 business horizon," asserts Mr. Bassett. Practically all automobile manufacturers contracted for their present supply of tires for original equipment on their cars when price of crude rubber was in the neighborhood of 25 cents a pound. These contracts will expire during the coming year, and at present crude rubber is near \$1 a pound, and has sold well above that. Figuring at the rate of 85 cents a pound increase during the past year, ten pounds of raw rubber used in a tire would cost \$8.50 more, or a total of \$34 additional for the four tires with which a new car is equipped.

CHICAGO CONCERN BUYS REVERE AUTO PLANT

Chicago, Dec. 30.—According to announcement here the Polaris Electrical Refrigeration Company, headed by Charles H. Cannode of the Universal Manufacturing Company of Chicago, has purchased the Revere automobile manufacturing plant at Logansport, Ind.

California 1925 Sales To Exceed 200,000 Mark

By JOHN C. WETMORE.

LOS ANGELES, Dec. 30.—California's November registration of 21,894 new automobiles assured the Golden State of winding up 1925 well ahead of the 200,000 mark.

Already sales for the first eleven months of 1924 have been passed by 29,799 and the January 1 to November 30 registrations are only 21,138 behind those of the banner year of 1923 for this period.

New passenger car licenses issued in California during the first eleven months of 1925, 1924 and 1923, the Motor Registration News report being used for this year and Motor West figures for the two preceding twelve months' figures, were:—

	1925	1924	1923
California.....	158,843	159,044	209,981
North, California.....	81,662	79,521	85,769
South, California.....	107,181	88,523	124,212

How nearly the 1923 record of 224,262 will be approached December registrations will tell. It will be noted that January 1 to November 30 sales showed a gain of 12 per cent. over the same period of 1924.

For the first eleven months of 1925 twenty makes are credited with more than 1,000 sales in the aggregate, their selling record from January 1 to November 30, according to Motor Registration News, being:—

	1925	1924	Per Cent.
Ford.....	47,095	52,743	*5.648
Chevrolet.....	26,166	23,024	3.142
Dodge.....	12,756	12,325	1.431
Essex.....	12,927	3,264	9.663
Star.....	11,896	7,177	4.719
Buick.....	11,217	8,543	1.674
Hudson.....	9,715	3,556	6.359
Studebaker.....	9,544	9,272	272
Chrysler.....	5,946	2,048	2.998
Nash.....	4,957	3,070	1.887
Overland.....	4,367	4,244	23
Jewett.....	4,001	3,417	584
Willis-Knight.....	2,913	2,577	336
Oakland.....	2,903	2,307	*404
Oldsmobile.....	2,438	2,292	460
Maxwell.....	2,232	2,999	*167
Packard.....	2,165	1,375	795
Hupmobile.....	1,863	1,549	323
Cadillac.....	1,684	1,603	84
Chandler.....	1,048	1,567	*519

It will be noted that only five of them met with losses as compared with the same period of 1924, and that Essex, Hudson, Star and Nash showed the most conspicuous selling successes.

Among the eight "groups" General Motors continued far in the lead, nearly doubling in aggregate sales Hudson-Essex, which in practically six months has come from the ruck and became its closest pursuer through its phenomenal gain of 16,022 in sales and 242 in percentage of increase. The January 1 to November 30 totals of new passenger car "group" registrations were:—

	1925	1924	Per Cent.
Gen. Motors.....	43,408	39,769	3,639
Hudson-Essex.....	22,642	6,626	16,022
Durant Motors.....	13,154	8,913	5,041
Willis.....	7,386	6,321	359
Nash Motors.....	5,453	3,070	2,383
Paige-Detroit.....	4,223	3,906	317
Chandler.....	2,008	2,602	*594
Moore-Diana.....	1,121	772	349

It will be noted that all but one of the "groups" showed gains over 1924.

It has been a good year for the high-priced division, nine of its members having made more than 100 sales and showed gains during the first eleven months of this year, their new passenger car registration totals for this period being:—

	1925	1924	Per Cent.
Packard.....	2,165	1,375	*795
Cadillac.....	1,684	1,603	81
Lincoln.....	646	484	162
Marmon.....	523	318	*205
Jordan.....	506	489	17
Franklin.....	495	394	101
Pierce-Arrow.....	446	135	307
Locomobile.....	147	28	109
Stutz.....	105	87	18

Packard and Cadillac, which far outstripped all their competitors in this class, have had their usual

MID WEST ROUTS GAS BOOTLEGGING

Unfair Trade Practices Disappear, According To Survey

Chicago, Dec. 30.—The Middle West oil marketing trade now seems free of the so-called bootlegger. A survey during the holiday season shows that tank wagon and service station prices are normal, or nearly so, over a territory which had for months been honeycombed by cut prices.

At the same time it is seen that many irregular and unfair trade practices have been discontinued, at least for the present. These were largely responsible for much of the disorder in the distribution of gasoline.

The state of South Dakota now presents a better appearance from the standpoint of the oil trade. While gasoline prices are still subnormal, there is a noticeable improvement and a decidedly better sentiment in the territory, it is reported. According to the American Oil Men's Association, some observers believe oil men of South Dakota will again be able to market gasoline at a profit. In numerous points, the price of gasoline is still 2 cents below normal.

The quantity discount contract has become a dominating factor in the marketing of gasoline. The Minnesota Petroleum Association is reported contracting with the state of Minnesota for gasoline requirements for 1926, under the quantity discount contracts to be participated in by the association members. It is said the association will act as a clearing house for members who sell gasoline to the state in all parts of the state. This is not regarded by the association as a clubbing affair.

Service Station At Detroit Show

Detroit, Dec. 30.—Detroit's Silver Anniversary Auto, show, to be held January 23-30, will be characterized by a number of novel and unusual features. A model service station, in full operation, will be one of them, and it is expected to attract a deal of attention, since every one, from maker to owner and driver, is interested in service and service methods.

A special department will operate on servicing all units of the model "T" Ford cars, and Ford trucks.

GOVERNMENT SIGNS NEW AIRPLANE CONTRACT

Cleveland, O., Dec. 30.—Another contract between the United States government and the Glenn L. Martin Company, Cleveland airplane manufacturers, is expected to be signed this week.

The announcement was substantiated at the factory here today. The new contract provides for expenditure of approximately \$800,000, it was said.

battle royal, Packard winning out due to a lower priced member of its line being included in its totals. Packard was beaten, though, by Marmon in percentage sums. The very big percentage increases, however, have been scored by makes further down in the registration totals, Pierce-Arrow and Locomobile having more than trebled their last year sales with percentage gains of 222 and 286, respectively.

Our recent report giving California's new passenger car registrations for November erred in embodying the statement that the 21,894 registrations reported for that month this year were the greatest in the automobile history of the Golden State. They were exceeded in the boom year of 1923, whose banner month of May showed 22,846 new passenger car licenses issued.

STUTZ ANNOUNCES NEW EIGHT LINE

(Continued from Page 1)

driving. Double bar nickel bumpers are used on the front and bumperettes on the rear, provision for their direct mounting being made in the spring horns. At the rear a pressed steel tire carrier with screw and lock adjustment for one tire is carried by substantial brackets. Visors are integral with both open and closed tops being extensions in either case. All closed models have ventilating cowls.

The artillery type wheels are finished in natural wood while all body finishes are in three tone lacquers with a double belt to accentuate the low flooring lines.

Mechanically, the car embodies a number of interesting features. Nine main bearings are used in the engine and the overhead camshaft is driven by silent chains. The maximum output is 92 horsepower at 3,200 r. p. m. All chassis bearings are lubricated from the engine by means of a Myers system.

The upper half of the crankcase and the cylinders are cast integrally, the crankcase parting well below the center line, a liberal flange all around insuring rigidity. The seven main bearings are carried in bulkheads. The main bearings are 2 1/2 inches in diameter. They are shimless, bronze back, babbit bushings of full contact type.

PISTON ASSEMBLIES

The diameter of the connecting rod bearing is 2 1/2 inches. The connecting rods are of duralumin, 9 1/4 inches long. A floating piston pin is used, with bearings in the bronze bushing. Plugs of Tobin bronze are placed in the pins to prevent scoring. The pistons themselves are of semi-steel with the bearing pin in the center of the bearing section of the skirt. The piston and rod assembly weighs fifty-nine ounces.

The crankcase pan is of cast aluminum, five inches deep, with fourteen cooling fins cast on the lower side. A tubular bronze wire screen is used to protect the pump intake.

The silent chain drive to the overhead cam shaft uses two Link-Belt chains of 1/2 of an inch pitch. The lower of these chains drives the accessory shaft. The sprocket on the crankshaft has thirty teeth and from this the chain runs over an idler with twenty-five teeth and around a sprocket with twenty-five teeth on the end of the accessories shaft. The chain then passes over the front sprocket of thirty-three teeth on the transfer shaft and then back to the crankshaft sprocket.

The upper chain starts its drive at a twenty-seven tooth rear sprocket on the transfer assembly and then over an automatic tightener with twenty-seven teeth and around a forty-five tooth sprocket on the cam shaft and thence back to the transfer sprocket. Slack in the idler sprockets is taken up by spiral springs. The eccentrically mounted idlers are adjusted by a locking device to prevent chain slapping.

LUBRICATION

Lubrication from the main oil line carries for the transfer assembly and a flanged shaft in front of the assembly drives a six bladed, 16 1/2 inch fan through a friction clutch.

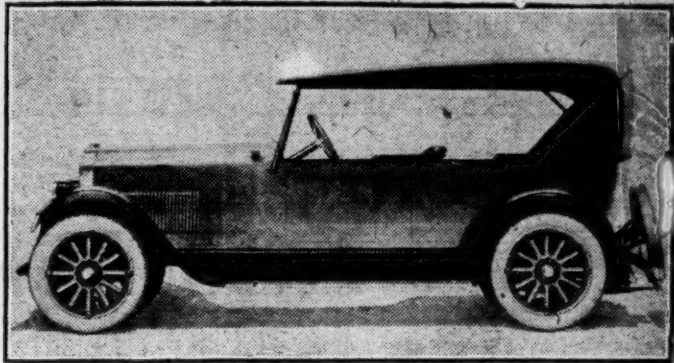
The camshaft is supported on five phosphor bronze pedestals. The diameter of the camshaft is 1 1/2 inches. It is rifle-drilled and plugged at the ends. Radially drilled oil holes carry lubricant to each bearing.

The cylinder head is of cast iron, of notable depth. Combustion space is larger than the bore, and the sixteen valves are set in a row on the center line of the engine. The valves have individual ports, intake and exhaust being located on opposite sides. Cylinders 2, 3, 6 and 7 have auxiliary ports to the intake side to heat the intake manifold. Ignition is a Delco dual system.

Valve ports have a diameter of

(Continued on Page 6)

Star Adds Touring Car To Six Line; Lists \$695



New York, Dec. 30.—Durant Motors, Inc., announces that a touring car has been added to its newly announced six cylinder line, at a price which makes it the lowest priced six cylinder model in the world—\$695, f. o. b., Lansing.

The Star six touring is mounted on exactly the same chassis, and embodies the identical features of the other types in the Star six line.

the only difference being in the body, which is a standard open type, with collapsible top, seating five passengers.

Continental L-head motor of 40 horse power, balloon tires, long spring base and rigid frame, are features of this new six. The Star six line now includes four body types: The coach, \$880; coupe, \$820; coupster, \$745; touring, \$695, f. o. b., Lansing.

Gas Tax Fees

Lincoln, Neb., Dec. 30.—Nebraska's gasoline tax revenues next year will approach the \$3,000,000 mark, according to Dr. T. W. Bass, chief of the gasoline tax administration bureau. November receipts were \$215,662, bringing the eleven months' total for 1925 to \$1,985,332. The gas estimates were based on the auto registration department estimate of a 15 per cent. increase in the number of cars.

PAY REFUNDS

Columbus, O., Dec. 30 (U. T. P. S.).—Refund of gasoline taxes, paid in Ohio since April 17 of this year up to November 1, 1925, amounted to \$37,960 according to State Auditor Joseph T. Tracey. The refunds were made on 1,336 claims and represented taxes which had been paid on gasoline used for purposes other than the operation of automobiles.

GREENVILLE CO. LEADS

Spartansburg, S. C., Dec. 30.—The state treasurer's report of the division of the gasoline license tax collected during the month of November shows that Greenville county, with \$15,542, led the state. The total amount collected was \$402,703.09, of which 40 per cent., or \$161,082.78, went to the counties and 60 per cent., or \$241,620.31, was paid to the State Highway Department, as provided by the gasoline tax law.

EXPECT \$12,150,000

St. Louis, Dec. 30.—Missouri state automobile license fees and the gasoline tax of 2 cents a gallon will total in the aggregate about \$12,150,000 for 1925, it is estimated. The revenues are for state road building purposes. Collections of the state license fees will amount to \$7,350,000, according to state officials, and the gasoline tax will produce about \$4,800,000, an increase of about 60 per cent. over the first estimate.

NORTH PACIFIC FIRM WINS WESTERN PRIZE

Portland, Ore., Dec. 30 (U. T. P. S.).—The north Pacific district of the Tidewater Sales Company, under the management of Cy H. Pruner, has won the Western department cup in the 1925 Veedol sales contest. In addition to plotting the leading district in the contest, Mr. Pruner has the honor of putting over the Western department sales leader in the person of George Herrman of the Tacoma territory. Herrman has established a wonderful record with the contest points.

Cleveland Auto Industry Booms

Cleveland, O., Dec. 30.—Cleveland automobile makers as well as manufacturers of parts and accessories are laying plans for the greatest winter production in history.

A survey prepared by the Cleveland Chamber of Commerce and made public today indicates this clearly, in addition to bringing to light some other interesting facts.

In December, for instance, the survey shows that the automobile and automobile parts and accessories plants employed about 14 per cent. more workmen than they employed in November. Questionnaires sent to one hundred of the city's largest manufacturing plants, including all of the automotive factories, the survey states, shows that the bulk of the automobile plants intend to add to their working forces during January.

This information coincides with a statement this week by the city free employment bureau that it was in a position to find employment in local automotive plants for some two hundred workmen.

Still another interesting fact revealed by the survey is that the payrolls of most of the local automotive builders have increased steadily each month since the first of the passing year.

R.A.D.A. Considers Office Routine

Rochester, N. Y., Dec. 30.—Representatives of seventeen firms, members of the Rochester Automobile Dealers' Association, attended the first dinner and conference on general office work, which was held here recently under the auspices of the association.

Plans for similar meetings in the future were made. One of the prime objects of such meetings is to promote a greater spirit of friendship and understanding between the heads of various departments in the automotive field in Rochester. The meetings will also serve to bring about a common ground for the exchange of ideas in the matter of office routine, among the various companies.

Various methods of handling credits and risks were discussed and many short cut systems brought out. President R. D. Burch presided.

BUYS SNOW PLOWS

Schenectady, N. Y., Dec. 30.—W. W. Chadsey, superintendent of highways for Schenectady county, has announced the arrival of new snow plows, which increases the snow fighting equipment of the county to eleven plows and tractors.

Newspaper and 'Stunt' Advertising Favored by Fresno (Cal.) Distributors

Fresno, Cal., Dec. 30.—The prevailing feeling among the large automobile dealers here is that of optimism. All report a much increased business this year over last, in most instances, ranging from 75 to 100 per cent. The Star Motor Company, and the Swall Company, who handle Overland, claiming the higher figure.

The Star Motor Company expects in 1927 to increase its advertising appropriation from a formal of \$3 per car to \$12, indicating an abounding faith in future conditions.

In the case of the Overland dealership, its publicity radiates together from the factory, and it expends a very small amount in supplementary advertising itself, relying on the salesmen and the publicity furnished by headquarters.

The experience of the Star Motor Company shows that about 75 per cent. of its advertising was placed in newspapers. This, it has supplemented by "stunt" advertising. For example, it claims to have climbed, with a Star car, all the worst hills from the Canadian border to the Mexican line, in high gear. F. H. Whyer, local manager, considers this particular form of publicity to have been extremely beneficial both concretely and psychologically.

Another feature which the company has worked for some time is the displaying of a Star engine hung by piano wire from a wooden horse, six or seven feet high. The engine runs all day long and it is usually placed in the doorway of the showroom, where passers-by can see it at work. This attracts much attention and enables the salesmen to get in touch with prospects, who, under the spell of a running motor in an unheard-of position, readily listen to the explanations and sales talks given them.

L. P. Anderson, manager of the Fresno branch of the H. O. Harrington Company, agent for Hudson and Essex cars, is completely "sold" on newspaper advertising as against billboards and circularizing, etc. His company will, he believes, keep up its present appropriation of \$8 a car for advertising next year. He reports also much increased business this year.

The remarkable increase of sales of new cars during the year by all the dealers here looms large when compared with other lines of merchandising, having a more local appeal. Fresno, being the metropolis of a large and fertile valley, with a diversity of activities, automobile buyers are attracted to this market as all the leading makes are handled here, suitable stocks carried, and competitive financing in full vigor.

During the last few days some of the finance companies doing business here are insisting that any new car they finance for a dealer, must, in case the balance due on it is \$500 or more, arrange that the purchaser take out, not only fire and theft insurance, but also liability, property damage and collision. Heretofore they were only interested in covering the machines with fire and theft insurance.

Holiday Business Good in Rochester

Rochester, N. Y., Dec. 30.—More automobiles were sold for Christmas delivery here than ever before, according to a survey of automobile dealers. A campaign sponsored by the Rochester Automobile Dealers' Association in which window cards, street car and newspaper advertising was used, played a big part, Robert J. Menzie, executive secretary, said today.

Pat Keating, manager of C. L. Whiting, Inc., Buick distributor, said that a record

Chevrolet Dealer Drops Gifts From Sky

Memphis, Tenn., Dec. 30.—An aviator during the war and a golfer at every opportunity, Estes Armstrong, manager of the Union Chevrolet Company, combined the two in a novel sales promotion stunt. On Sunday he chartered a plane, and from it dropped several hundred golf balls and chocolate bars attached to small parachutes over the golf courses and parks of the city. One parachute supported a certificate good for \$100 on the purchase of a Chevrolet.

number of cars were delivered Christmas morning.

Elmer Wilson of the Gallagher Motor Company, Studebaker distributor, was very much enthused over the Christmas business. A number of orders were taken last week for spring delivery also, he said.

Roy Shewman of Shewman & Kreppel, Buick distributors, said that more vehicles had been delivered this month than in several years.

Charles Buell, president of Strong Motors and treasurer of Buell Motors, Chandler and Cleveland distributor, said that the Christmas business was greater this year than he had anticipated. He attributed the greater number of sales to the fact that roads are to be kept open here this winter.

Closed Jobs Still Hold Lead in Sales

Minneapolis, Dec. 30.—A tendency to catch up on back orders is reported by distributors and retailers of new jobs in nearly all lines this week.

There is still an unusually heavy demand for closed models, but a slackening is noted, as was anticipated after a particularly good fall sales season. The Chevrolet Motor Company is pressing hard for sale of open models with closed attachments, while the Pence Motor Company reports a predominating demand for closed Buick jobs.

W. V. Harrington of the Harrington Motor Company reports a very gratifying demand for the new Hupmobile.

Predict Big Season Early Part of 1926

Topeka, Kan., Dec. 30.—The first quarter's business in 1926 will be the biggest three months in local automobile history, local dealers predict.

The present slump is ascribed to tax paying time and the low price of corn. As soon as taxes are out of the way and farmers begin selling their 1925 crop of corn, there will be a big demand for new cars, dealers believe. Last year the first three months of the year were characterized by much borrowing of money on the part of farmers and a rather apathetic auto market.

This year the bankers are out soliciting loans. The farmers are not borrowing, but depending upon the sale of their corn crops to furnish the money they spend for reconditioning their farm equipment. They are paying off loans and business in cars with city buyers also is expected to take a boom.

"The main trouble with city car buyers right now is that there is a partial layoff in the industrial field here," said W. H. Imes of the Imes Motors Company, Dodge dealer, of Topeka and Manhattan. "This condition is due to be remedied soon after the first of the year, and we expect the biggest first quarter in the history of the local trade."

"If advertising will do it, and advertising has never failed me yet, I will have a big sales report for January," said George Badders of the Badders Motor Company, Ford dealer. "This holiday season has been a good one; one of the best. Ninety per cent. of the car buyers in December have declared their purchases were Christmas gifts."

"It's surprising how much renewed interest there has been shown in the last week regarding new cars of the more than middle-priced models," said Earle Williams of the Central Motors Company, Studebaker distributors. "We never had a real slump, but there's going to be a jump in demand after the first of year that will almost equal the early mer business."

Distributor Doings

ENTERTAINS SALES FORCE

Hartford, Conn., Dec. 30.—The Harrington Hudson Company entertained its sales force at a Christmas dinner at the Heublein Hotel last week. H. W. Smith, retail sales manager, conducted the affair, and short talks were made by D. A. Harrington, head of the house; J. L. Burkhard, service manager; Harry A. Allen of the board of directors, and Howard D. Foster, wholesale manager. It was announced at the dinner that the company has insured its men under a group policy, each individual being insured for \$1,000, which amount increases \$100 yearly while in the company's employ. Retail Manager Smith also announced that all sales records had been shattered this year.

LEADS IN CONTEST

Portland, Ore., Dec. 30 (U. T. P. S.).—Stanley Lock, salesman for Wentworth & Irwin, Inc., Nash and Ajax distributor, passed the \$15,000 mark in the prize contest. By attaining that level Mr. Lock assured himself of receiving the \$100 capital award offered by the company to any salesman to reach that figure in gross business.

PACKARD GATHERING

Los Angeles, Cal., Dec. 30.—Earle C. Anthony, Inc., had as its guests recently Packard dealers and distributors from California, New Mexico, Arizona, and Utah, coincident with the annual visit to this city of officials of the Packard Motor Company. In the visiting party of factory officials were Ray Chamberlin, general sales manager; F. H. McKinney, advertising manager; H. N. Davock, general service manager; J. C. Gilray, sales educational manager; and J. W. Loranger, sales manager.

For the diversion of the visiting dealers and distributors a huge tent was erected on the roof of the Earle C. Anthony, Inc., building. Here 200 people were dined.

San Diego Dealer Runs Unique Sales Contest

SAN DIEGO, Cal., Dec. 30.—F. B. Naylor, local Hudson-Essex dealer, and veteran automobile man of twenty-six years motor car selling experience, has been conducting for the past month a sales campaign that has several unique features to recommend it to dealers all over the country.

This sales campaign is called the "Kids' Contest," and Naylor stated today that never before in the twenty years that he has been an automobile dealer in San Diego has he ever conducted a campaign which has brought anywhere near the results—in sales and live prospects—that this campaign has brought him.

Instead of getting the sales efforts of only ten or a dozen people, as he would get if his plan were confined to his own sales staff, Naylor has a field of 5,000 "salesmen" to pick from and to expect results from. He did this by making a generous offer to all children under 18 years of age in San Diego county; enlisting them in his sales force by promising them adequate reward for their efforts in the securing of prospects who are interested in the purchase of a Hudson or Essex.

To any boy or girl in San Diego county under 18 years of age, who brought in the name of a party to whom Naylor's salesmen could complete the sale of an Essex, Naylor gave \$15 in cash, and to the boy or girl who brought in the name of a party to whom Naylor's salesmen could complete the sale of a Hudson, he gave \$25 in cash. In addition to the above prizes, Naylor offered a chance to earn a still larger amount of money by promising the boy or girl who was responsible for the largest number of sales by Christmas Eve an additional \$100 cash. The one who stood second received \$75, third place paid \$50 and fourth place \$25. The children did not have to do the actual selling; Naylor's staff of

salesmen completing the sale—after receiving the prospect's name and a report as to whether the prospect is warm, lukewarm or cold. All the children had to do was to turn in their list of names to F. M. Hecox, Naylor's sales manager, and give, to the best of their knowledge, a report of the man's financial ability, present car owned and reasons why they thought he was a good prospect for a Hudson or Essex.

The "Kids' Contest" started November 21 and closed Christmas Eve. Immediately following the appearance of the first advertisements and stories about the contest, there was a rush to Naylor's salesrooms, and more than 100 kids had entered the contest before the first week was over. This number was swelled to 5,000 before the contest closed.

Not more than one out of ten of the prospects prove real live prospective buyers interested in the immediate purchase of Hudson and Essex cars, but Naylor has stated that a conservative estimate of about fifty new Hudson and Essex sales can be traced to this contest.

Of the thousand names submitted to Naylor by the children, probably not more than about 8 per cent. purchased Hudsons and Essexes by Christmas Eve, but Naylor has an up-to-date prospect list of several thousand persons who have been told about the good qualities of Hudson and Essex, and who will be in the market for a car some time within the next year or so.

for Economical Transportation



The GMAC finance plan for Chevrolet not only insures a new car against fire and theft but protects the buyer from losing his car should accident or ill health interrupt his payments.

Chevrolet buyers greatly appreciate this added protection.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring\$525

Roadster 525

Coupe\$675

Coach 695

Sedan 775

Commercial Chassis\$425

Express Truck Chassis... 550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

TIRE SALES STILL AHEAD OF 1924

Business Generally Slow for December, But Totals Fair

SALT LAKE CITY, Dec. 30.—Wholesale tire firms and dealers, too, differ in their reports this week regarding the volume of business being done in tires.

At the local office of the Firestone Tire and Rubber Company it was stated that business was better than December last year and about equal to last month. F. H. Manning, tire dealer, said business was about the same as last year at this time, but not as good as November. At the Fisk Tire Company, wholesaler, business was said to be better than December a year ago, but not as good as last month. The company had made a wonderful increase for the year, it was stated.

The United Rubber Company found business this month better than November. Manager A. J. Wood of the National Rubber Supply Company said balloon tires will constitute the major portion of the business, vulcanizing continues good.

The Horseshoe Auto Tire Company in this city have had the best year in five, December being about the same as last month. The Success Tire and Supply Company, retail firm, said business was quiet, but a little better than a year ago, though not so good as last month.

LONG BEACH HAS SLUMP

Long Beach, Cal., Dec. 30.—The tire market here last week was somewhat below that of the previous week. Pneumatics of smaller sizes are moving fairly well, while the balloons are also holding up. As a whole, the market is a good deal better than a year ago.

According to G. A. MacFarlane, of the Bell Tire Company, the market is very good. He claims that it is at least 20 per cent. better than it was last year at this time.

The Commercial Tire Company reports that conditions are rather slow. This firm does business on the partial payment plan and pushes its line of vulcanized tires whenever it can.

USED TIRES IN DEMAND

Fort Wayne, Ind., Dec. 30.—Slow movement in new tires, with business slightly improved over the preceding two weeks, and the used tire business fair and exceeding that of new tires with some dealers, was the report of Fort Wayne tire dealers for the week ended December 22.

A. J. Roussey, head of the Roussey tire service, said that used tires now sell faster than new tires.

Balloons represented about 30 per cent. of the total tire sales here during the past week.

SALES AHEAD OF 1924

San Francisco, Dec. 30 (U. T. P. S.).—Current rumors of an expected increase in prices for all makes of tires, due to take effect the first of the year, caused an increase in local rubber sales during this month, according to statements given out by dealers.

A desire is prevalent on the part of car owners to replenish their stocks before the raise.

NEW CAR REGISTRATIONS FOR WEEK

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chev-rolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kaiser	States
Arkansas	1			9			29	11				11		12		278				11			1		Arkansas
Kansas	1			3			8	1				4		1		71				1	1				Kansas
Louisiana	2			13	2		21	15	1		1	9		7		219	1			6	4				Louisiana
Maryland	1		1	30	5	2	61	13	1	2		11		12	4	191	1			10	17	3	2		Maryland
Nebraska				34	3	2	27	20	7	2		30	1	10	2	131	1	1		4	3	2	1		Nebraska
N. Hamp.				1	1	1	3					2				14				2					N. Hamp.
N. Dakota				2			7					2				61									N. Dakota
Oklahoma	3			52	6		230	21	2		1	60	2	40	2	1056				16	4	4	3		Oklahoma
Oregon	3			19	2		57	13	2			19	1	18		132		1		12	3	1			Oregon
S. Carolina				10	1		28	2				8		10		244				4	4	2			S. Carolina
S. Dakota				5			31	2				3		5		124				5	1				S. Dakota
Texas	4		1	150	20	2	321	83	4			104	1	97	2	2641	3	2		49	21	6	2		Texas
Utah				3			7	2			1	1		2		36				3	5				Utah
Wash'gton	5			41	3		58	19	2			13			1	229	1	2		9	5	4			Wash'gton
W. Virginia				1			1								1	5									W. Virginia
Wyoming				1	2		2	2				6		1		18						1			Wyoming

LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted, the figures are for the month of December.

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chev-rolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kaiser	States
Alabama	14			236	14	13	752	125	19			183	1	168	22	4897	2			89	18	3			Alabama
*Arizona	11			70	6		126	38	2			67	1	18		228	2	1		24	12	12			Arizona
Arkansas	2			49	4		93	37	2			46	4	35	1	1357	1		2	8	3	1	1		Arkansas
California	181		31	1409	256	142	1851	663	85		22	1127	22	1424	48	8464	40	30	2	885	226	327	114	10	California
*Colorado	16			208	26	1	357	91	5			165	10	88	10	1224	1	6		62	18	22	1		Colorado
Conn'ticut	6	1	10	367	88	19	265	214	17	3		117	2	210	30	724	17	3	3	144	73	40	9	4	Conn'ticut
Delaware				31	14		43	8	5			12		19	1	238	1			8		2			Delaware
Florida			2	63	26	4	153	98	5			143		100	2	556	2	3		76	35	11	19		Florida
Georgia	4		2	125	21		156	38	1			63		67	10	1535	9			42	19	10	4		Georgia
Idaho	5			62	4		146	25	3			35		30		574				10	11	7			Idaho
Illinois	32			20	570	102	31	731	224	37	1	9	270	6	179	24	2993	19	28	1	129	90	53	65	Illinois
Indiana	28		15	251	38	10	389	127	24			134	2	230	7	2033	1	2	3	82	52	24	17		Indiana
Iowa	10		4	188	10	3	534	70	8			98	2	147	7	2504		2		44	22	13	1		Iowa
Kansas	6			124	7	1	263	65	7			89		132	2	1503	1		2	52	8	11			Kansas
Kentucky	4		1	117	9	9	252	56	3			80	3	71	7	1297	4	1		41	27	12	2		Kentucky
Louisiana	14			116	14	4	332	92	10			160	1	99	13	2943	1			56	11	3			Louisiana
Maine				56	14	2	43	19				15		62		150	2			22	2	5			Maine
Maryland	5		1	192	22	16	297	70	15	1		66	2	85	16	1106	11	1	1	41	41	7	17		Maryland
*Mass'tts	17	2	15	869	95	37	411	322	35	5		264	13	604	76	1974	37	7		360	45	50	37	2	Mass'tts
Michigan	40		12	990	120	30	919	262	48			194	5	785	59	5711	6	1	5	370	102	68	30	3	Michigan
Minnesota	20		5	267	15	2	633	57				85		224	3	2853	3	6	1	59	40	27	5	2	Minnesota
*Mississippi	5			133	18	3	766	127	1		1	238	9	60	3719	2				67	5		2		Mississippi
*Missouri	21	1	2	411	60	15	818	134	24			286	8	287	13	2762	19	28	2	124	37	43	7	2	Missouri
Montana				8	2	3	21	10	1			12		6	1	75	1			2	1	3			Montana
Nebraska	3			56	5	1	153	34	5			41		33	8	683	1	1		12	4	3	3		Nebraska
Nevada																									Nevada
N. Hamp.	3			43	7	7	43	12	6	2		13		57	3	250	4	2		27	3	5		3	N. Hamp.
New Jersey																									New Jersey
N. Mexico	2			41	4		61	33				31		8		378				5	2				N. Mexico
*New York	38		20	903	133	91	953	343	62	1		253	5	529	32	3009	58	6	1	270	134	57	84	2	New York
*N. Carolina	22			337	25		804	229	4			314	2	216	4	4346	8			136	18	5	1		N. Carolina
N. Dakota	2		2	45	1		197	20	2			15	1	30		958			1	8	3	2			N. Dakota
*Ohio	24		27	670	75	42	993	306	76			352	26	484	32	3328	23	12	7	154	50	64	58	8	Ohio
Oklahoma	9			205	22	1	920	84	8			262	5	163	6	4224	1			64	15	17	10		Oklahoma
Oregon	25		3	139	18	2	294	76	13			103	2	176	5	1251	6	5		51	19	18	4		Oregon
Penn'vania	38	1	31	1184	152	140	1405	533	99	5		442	17	653	72	4902	74	22	12	409	166	152	123	4	Penn'vania
Rh. Island	5		5	125	26	12	53	59	7	2		49		74	9	247	8	4		33	9	18	3	1	Rh. Island
S. Carolina				81	2		254	55				99		106	1	1801	6			55	9	6	1		S. Carolina
S. Dakota	11			79	2	1	229	49	2			55		42		940				14	11	4			S. Dakota
Texas	23		8	493	53	5	1224	288	4			422	10	359	10	7365	17	4	1	188	64	18	8		Texas
Utah	8			33	3	2	75	16				26	1	31	2	308	1		2	17	16	10			Utah
*Vermont	1			99	14	4	74	57	3			41		46	1	186	5	3		30	2	9			Vermont
Virginia	10			131	10	6	404	90	14			117	3	90	8	1897	5	3		46	37	8	5		Virginia
Wash'gton	5			134	6		196	60	3			47		90	1	535		1	2	43	15	14			Wash'gton
W. Virginia	1			77	7	10	123	30	7			45	4	40	3	694	3		2	24	3	8	5	1	W. Virginia
Wisconsin	19		1	271	21	9	334	60	23	1		75	1	139	5	1355	5			61	19	12	11	7	Wisconsin
Wyoming				28	3	1	38	13				10		2		77				1					Wyoming
Dis. of Col.	3			81	22	1	124	33	3			26		58	2	487	2	2	1	20	26	12	3		Dis. of Col.

*October figures. †New York state figures.

REO DEALER HONORED

Long Beach, Cal., Dec. 30.—Norman Able of the Able-Smith Auto Company, Reo dealer, was elected president of the Long Beach Motor Car Dealers' Association at its annual banquet held recently.

HEAD OF COLUMBIA TIRE CO. AT PORTLAND VISITS EAST

Portland, Ore., Dec. 30.

FOR WEEK ENDING DECEMBER 19, 1925

States	Lincoln	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Reo	Ricken-backer	Rollin	Star	Stearns-Knight	Stude-baker	Stutz	Velle	Wills-Ste-Claire	Willys-Knight	Miscellaneous	Totals	States
Arkansas				4	3	9	8	1					1		23		5					3	428	Arkansas
Kansas					8										4		1						99	Kansas
Louisiana				12	3	3	8	2							2	1	3					3	339	Louisiana
Maryland		2	1	12	2	10	20	5		1	2	2	2		9		12			2	6	11	466	Maryland
Nebraska				9	5	18	14	1	3			3			19		6		1		4		366	Nebraska
N. Hamp.					1			1							1							1	28	N. Hamp.
N. Dakota					1		12					1											86	N. Dakota
Oklahoma	4	1		13	5	7	42	1	2		2	3	1		62		23		1	1	6		1081	Oklahoma
Oregon			1	9	8	9	18	2				3			14	1	10				1	1	360	Oregon
S. Carolina				5	1		3								8		4		1				356	S. Carolina
S. Dakota			1	3	1	3	8						1		2								195	S. Dakota
Texas		1	4	52	17	16	70	16		3	5	4	1		58		61				23	2	384	Texas
Utah			1	7	2	3		1					3		2		3				1		83	Utah
Wash'gton			2	8	15	16	18	4				1			12		22			2	9	1	502	Wash'gton
W. Virginia					3										1								12	W. Virginia
Wyoming				1		1	2	1							1		1						41	Wyoming

CAR REGISTRATION STATISTICS

the figures are those of November, 1925. In the cases of Nevada, New Jersey and Tennessee registration figures are not available at this time

Class.	State	Lincoln	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Reo	Ricken-backer	Rollin	Star	Stearns-Knight	Stude-baker	Stutz	Vello	Wills-Ste Claire	Willys-Knight	Miscella-neous	Totals	States
	Alabama	3	3		79	4	23	92	13	3			1	1		36		78		1		30	6	6929	Alabama
	Arizona		1	8	12	14	18	32	5		1		1			70		37				17		334	Arizona
	Arkansas			3	11	9	12	33	4	1			2	2		67		27				5	1	1823	Arkansas
10	California	55	51	83	545	520	310	528	185	14	20	52	51	56		846	7	822	26	27	9	227	100	21894	California
	Colorado	4	3	5	32	25	28	91	10	1	2	5	10	14	1	216		84	1	12		32	15	2902	Colorado
4	Conn'tut	7	4	4	72	101	56	151	44	2	7	24	35	9	1	19	2	166	6	7	4	44	35	3106	Conn'ticut
	Delaware				6	7	10	11	8			1				4		11				4		444	Delaware
	Florida	15	7	2	59	23	13	83	17	4	1	7		5		12		100				40	1	1687	Florida
	Georgia	9	3	4	44	8	12	25	9	1	1	5			1	9		43				11	2	2293	Georgia
	Idaho	1			15	22	29	51	3					2	1	80		26				22	1	1165	Idaho
8	Illinois	29	6	16	155	287	68	311	117	10	8	16	41	14	2	69	2	194	16	38	9	117	46	7303	Illinois
8	Indiana	7	9	4	89	66	104	263	18			1	11	6		34		83	3	8		25	13	4218	Indiana
3	Iowa	2			28	24	19	137	12	1	2		4	5		64		36	1	9		30	7	4051	Iowa
	Kansas	1			20	52	15	106	5		1		3			74		50	1			12	3	2616	Kansas
	Kentucky	3	4	2	30	11	25	69	14	1		1	12			16		52	2	1		15	6	2260	Kentucky
	Louisiana	6	3		70	11	46	65	30	2		7	4	2		44	1	61			2	17	2	4243	Louisiana
1	Maine			1	17	4	9	27	3	1			4		1	3		19		2		1	4	488	Maine
	Maryland	2	7	5	53	15	43	64	16	1	9	8	1	4		44		44		6	2	19	9	2365	Maryland
2	Mass'etts	19	24	10	269	99	97	238	90	21	32	41	100	31	18	60	14	250	13	26	14	95	104	6942	Mass'achusetts
3	Michigan	30	12	3	151	292	157	382	67	23	6	7	38	21	2	145	2	152			3	49	32	11328	Michigan
2	Minnesota	8	3	8	59	98	54	314	22	4	2	4	14	5	1	53		102		9		36	39	5142	Minnesota
	Mississippi	4			56	19	21	171	11				5	1		153		146	1		1	28		5773	Mississippi
2	Missouri	19	13	44	114	162	88	229	39	4	10	21	18	8		127	4	146	4	8	2	72	40	6276	Missouri
	Montana				4	5	3	5								8		3				3		177	Montana
	Nebraska		1	1	20	4	25	55	5	1						24		18		3		9	3	1215	Nebraska
	Nevada																								Nevada
3	N. Hampshire	1	1	1	9	17	10	26	5		3	1	6	1		5		22		1		3	2	604	N. Hampshire
	New Jersey																								New Jersey
	N. Mexico			1	2		9	2	2							30		19				1	4	635	N. Mexico
2	New York	29	20	8	315	179	109	472	105	14	26	23	43	13	1	103	6	282	2	17	11	110	31	8903	New York
	N. Carolina	2	1	2	84	20	47	118	30			2	18			100		90		10	4	20	3	7022	N. Carolina
	N. Dakota	1			11	22	41	98	1				2			30		5				9		1507	N. Dakota
8	Ohio	8	8	35	164	186	168	624	90	11	36	9	29	21	4	126	11	176	3	17	11	135	92	8775	Ohio
	Oklahoma	10	2		52	18	27	171	1	1		4	8	1		248		93		1	1	25	7	6686	Oklahoma
	Oregon	5	4	5	25	44	70	104	18	2		1	2	9		118		67		3	1	29	5	2722	Oregon
4	Penn'sania	22	37	17	379	374	185	579	226	22	34	47	35	59	7	204	10	420	5	16	12	218	96	13590	Penn'sylvania
1	Rh. Island	4	3	23	25	16	28	29	19	4	5	3	7	3	2	15	2	26	1	5	2	8	27	1096	Rhode Island
	S. Carolina	3			22	6	16	17	9				3			43		41					6	2642	S. Carolina
	S. Dakota	1		1	24	23	36	113	2	1			4	1		26		22		2		3	1	1699	S. Dakota
	Texas	8	4	10	164	52	47	276	48		12	14	22	10		187		181		5		69	14	11687	Texas
	Utah			5	15	6	41	22	5	1		3	2	4		39		24				9	3	730	Utah
	Vermont				19	14	8	32	8	3		2	8			14		40				5	5	733	Vermont
	Virginia	1	3	2	40	23	25	96	17			2	1	3		59		76		3		27	17	3279	Virginia
	Wash'gton	4	3	1	27	31	32	51	23			1	8	3		57	1	48	1	6		19	7	1475	Washington
1	W. Virginia	1		2	24	15	21	33	9	2	1	2	2	4		30		28	1			16	6	1285	West Virginia
7	Wisconsin	5	1	3	82	29	46	175	25	3	2	3	3		1	45	2	84	1	2	7	28	19	2995	Wisconsin
	Wyoming				10	2	2	1	1							10		6				1		207	Wyoming
	Dis. of Col.	10	2	1	39	19	14	18	21	2	4	2	3	4		4	1	26		2	2	20	1	110	Dis. of Colorado

New York State, except the metropolitan district.

FORD TRUCKS LEAD SALES

Waco, Tex., Dec. 30.—Ford one-ton trucks predominated in the truck sales here for the week ending December 23. Ford light deliveries were also in good demand. The sales level, however, was below the same time last year.

TRACKSON EXHIBITED

Pine Bluff, Ark., Dec. 30.—Representatives of the Ford Motor Company and the Dealers' Equipment Company of Memphis were here today and under the auspices of the P. G. Smart Auto Company of this city, a demonstration of the Trackson was staged on a highway near here. The Trackson is a road maintenance machine.

NEW MINN. BUS LINE TO START RUNNING JAN. 1

Duluth, Minn., Dec. 30.—A bus line to operate between Fond du Lac and New Duluth is to be started on January 1, according to plans of officials of the Duluth Coach Company, subsidiary of the Duluth Street Railway Company. The service will supplant that of the Northern Pacific Railway Company, which has been granted permission by the Minnesota Railroad and Warehouse Commission to discontinue its train from the Duluth depot to the Fond du Lac suburban station, and will discontinue its service on December 31.

TO OPEN NEW PLACE

Davenport, Ia., Dec. 30.—Clyde L. Wilkinson, formerly a member of the firm of Horst & Wilkinson, has leased the building at 217 Ripley Street, and after January 11 will open a tire and vulcanizing business. Extensive alterations are being made in the building.

BODY OUTPUT JUMPS

Janesville, Wis., Dec. 30.—The Janesville plant of the Fisher Body Corporation will jump its daily production schedule to 145 closed bodies after January 1, when installation of new pneumatic spray guns and other equipment will be completed. The company here has a payroll of \$70,000 per month.

BUSINESS GOOD IN N. W., SAYS TRUCK OFFICIAL

Minneapolis, Dec. 30.—"Business generally is so good in the Northwest at present," says Thomas F. Egan, manager of the Mack Truck Company in the Twin Cities, "that we are preparing to handle a record volume of business in 1926. Our survey indicates that good crops have increased the buying power of this section of the country even beyond our earlier expectation." William Whiteford has resigned as assistant to the vice-president of the Twin City Rapid Transit Company to join the sales staff of the Mack Truck Company.

Truck Fees for '26 in N. D. Fixed

Grand Forks, N. D., Dec. 30.—North Dakota motor truck owners will have to pay \$5 a ton for a one-ton machine in addition to other factors on which truck license fees are based during 1926, according to Fred B. Ingstad, state registrar.

The other factors are 10 mills per dollar on the selling price, plus 20 cents per hundred pounds on the weight of the vehicle, plus 10 cents per horse power. In the case of electric machines a charge of \$2 will be made in lieu of the horse power fee. Deductions are allowed in computing the license fees.

In the case of motor trucks not used for commercial freighting the charge based on the load capacity will be \$5 for one ton, \$7.50 for one and one-half tons, \$10 for two tons, \$15 for two and one-half tons, \$20 for three tons, \$30 for three and one-half tons, \$40 for four tons and \$60 for five tons.

For motor trucks used in commercial freighting an additional fee will be charged. The rate on such vehicles will be one ton, \$10; one and one-half tons, \$15; two tons, \$20; two and one-half tons, \$27.50; three tons, \$35; three and one-half tons, \$55; four tons, \$70; five tons, \$130, and trucks over five tons, \$250.

Passenger bus operators, in addition to paying the standard fee for passenger cars of the same cost, weight and horse power, must pay an additional fee of \$10 per passenger, capacity being based on a calculation of sixteen inches of seating room for a passenger.

Ill. Traction Co. Starts Truck Line

Bloomington, Ill., Dec. 30.—The Illinois Traction System, the leading electric railroad of this state, believes that there is a field for freight and express traffic through the medium of motor trucks. The company has been exhibiting in the various cities through which it operates, a fleet of one-ton trucks, built especially for this service. Starting from Springfield on December 26, the fleet made the circle of the various cities on the traction line. After the caravan has appeared in parade formation at all points, there will be a distribution to the various cities according to population and they will be placed in immediate service, picking up freight and express and delivering it to shippers and patrons of all kinds. This "door to door" service is the same as provided by the post office department and express companies in handling packages. If the new service proves successful the number of trucks will be increased as needed.

Chinese Bus Line Suffers From War

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Condition Are Good at Home and Improving Abroad

By JOHN N. WILLYS.

President of the Willys-Overland Company.

THE automobile industry, it seems to me, is in a healthier and sounder condition today than it has ever been before in its history. The business is largely in the hands of strong companies, whose policies have been tested through the gamut of business conditions and whose financial structure has been strengthened by sound management during years of genuine prosperity.

Conditions all point to continuance in 1926 of very high prosperity throughout the United States and increasing prosperity throughout the world. This prosperity must of necessity be reflected in the automobile industry. Everybody, everywhere, has an instinctive desire for the greater freedom of personal transportation which the automobile provides. Furthermore, the automobile, which at one time was thought to be a luxury, has proved that it not only gratifies the desire for a greater range of personal transportation, but that it at the same time vastly adds to the productivity and wealth of the nation. It is a direct factor in the improvement of roads. It brings outlying productive districts nearer to the centers of trade. In the increase in land values alone, which the automobile has created, we could write off much more than the entire cost of the automobile industry.

With the steadily improving conditions in Europe, we are going to find a rapidly increasing demand abroad for this same kind of transportation. I firmly believe that the automobile will eventually be one of the greatest factors in Europe for the development of permanent peace and an increased understanding among peoples. This development is going on very rapidly. It is providing a direct and important increase in the market for automobiles and an indirect, but almost equally important, increase in the market for all other exportable American products. In other words, the increased prosperity of Europe will unquestionably mean a direct and firm increase in the prosperity of America.

The further reduction in our taxes is bound to have an advantageous effect on American business. Labor is being employed today on a basis that is highly satisfactory, both to labor and capital, and there is every indication of a continuance of this situation. The sun is beginning to shine through the clouds which have hovered over the farm situation in this country since the war, and the farmers of America are on the road today to a vastly increased prosperity.

I believe that we shall look back upon the years of 1925 and 1926 as the beginning of a golden era of prosperity and happiness, not only for this country, but for our neighbors in other lands.

British papers continue to carry a flood of criticism of the inquiry into the price of rubber started in this country. Some English economists suggest that they retaliate with an inquiry into the price of cotton. A bill was filed in the Massachusetts Legislature the other day ordering an inquiry into the business done in the Bay State by British insurance companies, for the purpose of persuading citizens to cancel policies carried in such organizations. The controversy seems to be reaching the "So's your old man" stage.

The recent death of Harry Lozier will recall to many veterans the days when this sturdy pioneer was building cars that made almost daily records on track and road. The Lozier racing campaign included the old Briarcliff and the Vanderbilt Cup elimination trials.

New Stutz Eight Models Will Be Shown at N. Y. Automobile Show

(Continued from Page 2)

17-16 inches. The valve heads are of chrome-silicon alloy, with 3/4-inch stems. Cast iron guides are used, having their upper end threaded to hold the operating nut and piston, the latter being guided by a castiron sleeve, bolted to the upper face of the head. Oil is distributed by the camshaft over the top of the nut, much of it being skimmed off by the bevel end of the guide, the remainder flowing down to the bearing surfaces. The valve stem guides are seated in a milled trough running the length of the head. The oil finally drains back into the crankcase at each end, only a mist reaching the valve stems. A pressure of forty pounds is carried by the springs when the valve is closed and ninety pounds when open.

EQUIPMENT DETAILS

Three-point suspension for the engine is used. Delco starting motor is fitted, with a positively advanced pinion of nine teeth, with an overrunning clutch. A Swan dual manifold is employed and a Zenith duplex carburetor. Gasoline flows to the carburetor through a screen, from a one-gallon vacuum tank. The fuel tank is mounted at the rear of the frame and holds twenty gallons. It has a sediment trap and drain.

Two exhaust manifolds are used, one for the front four and the other for the rear four cylinders. They extend down to a junction with a horizontal pipe connecting with the A. C. muffler. A Wall rectifier is used to distill impurities from the crankcase lubricant. This device draws the oil from the low pressure line at the rear end of the camshaft and pours the reclaimed lubricant back into the crankcase. Steam and vapor are sent into the intake manifold and dirt of all kinds is separated from the hot oil by a fine screen.

The oil pump and distributor head are mounted on a vertical tubular extension in the wall of the crankcase, behind the timing gear cover flange. A vertical shaft driven by helical gears from the accessories shaft operates the distributor on top and the oil pump below.

GENERATOR MOUNTING

The Delco generator is mounted on a three-bolt flange. The generator has both manual and automatic advance. A two-piece pressed steel manifold on each side of the engine block carries the eight high tension wires. Instead of a fuse, a

circuit breaker is used, being mounted on the dash.

The flow of the lubricant is interesting. The oil is drawn from a tubular screen in the engine pump through an external copper lead and is passed by a similar pipe to a connection just above the lower crankcase flange at the center bearing. From here the lubricant goes through an inclined drill hole upward to a second larger hole, drilled the whole length of the block. The main bearings are connected with this passage by drilled holes. Drilled holes also connect all but the two end bearings with the crankpin bearings.

The camshaft gets oil through a hole drilled vertically through the cylinder block and head and connecting with a hole in the front camshaft bearing pedestal. The idler, intermediate and accessories shafts are supplied by small holes drilled out of this vertical passage. Excess oil passes out the rear end of the shaft, and flows down through the rear bearing pedestal and out to the chassis lubricating vent and to the Wall rectifier.

THE COOLING SYSTEM

The water pump is driven by a balanced propeller shaft and universal joints, from the rear of the generator shaft. The pump has a stainless steel shaft and a single knurled packing gland, which can be adjusted by hand without the use of tools. The pump is carried in a bell housing. The radiator is a Fedders.

The flywheel is a semi-steel unit, 12 13-16 inches in diameter. The starter gear is of hardened steel, shrunk over the flywheel. It has 117 teeth, with an 8-10 pitch and a width of face 11-16 inches. A Borg & Beck clutch 11 inches in diameter is used. Ten splines are used on the clutch shaft with a No. 205 annular ball pilot bearing. The throwout bearing is a graphite bronze shoe.

A pressed steel shifting gate is used in the gear case. The upper shaft unit is mounted on annular ball bearings, with Hyatt rollers used as pilot and lower bearings. The step-down gears are of seven pitch and the change gears of 7-9. All gears are burnished in a three-gear master combination before they are hardened.

The hand brake is mounted on the tail shaft of the gear set and is controlled by a directly connected face cam. The drum is 6 1/2 inches in diameter. The bell housing cover

and the gear case are separate iron castings.

The alloy steel propeller shaft is fitted with oil-tight Mechanic universals. Final drive is Hotchkiss.

The form of worm drive embodied in the rear axle of this new Stutz is interesting. The worm gear is of special bronze, while the worm is of alloy steel, hardened, ground and polished. The unit is fully reversible, with varying reductions for cars of different weight and speed demands. The worm gear used here is riveted between the two halves of a pressed steel carrier, enclosing a four-pinion bevel differential gear unit. Axle shafts are of nickel chrome steel, tapering from 1 1/4 to 1 3/8 at the differential. The one-piece axle housing is of pressed steel, with lubricant dams welded in near the differential.

Five tubular and two channel cross members are used to insure rigidity of the frame. The side members are 7 1/4 inches deep in the middle section, with 2-inch flanges, and a thickness of 5-32 of an inch.

SPRING ASSEMBLIES

The front spring horns are joined by a 1 1/2-inch tubular member and the rear horns are joined by 1 1/4-inch tubes. The rear springs are undermounted on the axle, inside the frame side members. At the rear ends of the rear springs are placed shackles at an angle of about 45 degrees, with lubricant reservoirs cast in the spring horns. The rear springs are 62 inches long by 2 1/4 inches wide, of chrome vanadium steel. The leaves vary from ten to fourteen in number.

Front springs are shackled at the front, and pivoted at the rear to obviate spring interference with the steering. The front springs are of chrome vanadium, 55 inches in length and 2 1/4 inches in width. The number of leaves varies from ten to thirteen according to the type of body mounted.

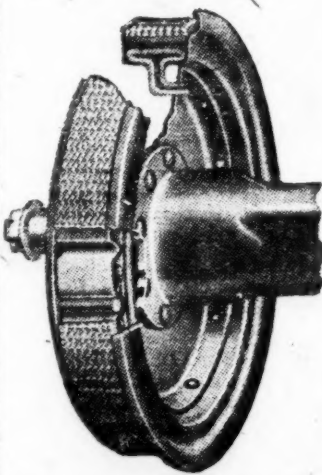
Body models offered include two-passenger speedster, with rumble seat for two, and golf bag compartment. Four-passenger speedster. Five-passenger sedan and brougham. Four-passenger Victoria coupe. Two-passenger coupe. A variety of colors of the most attractive shades may be had for each of these jobs, the two-color combinations being particularly unusual. Wire wheels are optional, at additional cost. All windshields are one piece, swinging forward for additional ventilation. Bodies are by Brewster, and the price of \$2,995 has been set for all models.

New Timken Hydrostatic Brake on Stutz Eights

One of the most interesting features of this new Stutz is the installation of the new Timkin hydrostatic four wheel braking system. This brake is of the type known as low pressure hydraulic, using an anti-freezing solution and making contact with the drum over nearly the entire circumference.

Stamped steel brake carriers are riveted to the axle housing by the rivets which hold the wheel bearing enclosure. To the flanged carrier is welded a channel shaped brake holder of pressed steel. Complete enclosure is insured by an inner flange which projects out and over the inner end of the brake drum. A heavy rubber tube rests in the bottom of the channel and extending from it is an integrally molded section of heavy rubber hose including an elbow. This elbow carries the hose through a hole in the bottom of the brake holder, connecting with the copper tube braking lead on the chassis. At the top of the holder there is a hole, through which passes a bleed-off valve, resembling an ordinary tire valve, molded into the tube.

On the outside of the tube there are six sectional shoes of pressed steel. These embody an inner circular shoe, contacting



the expansion tube and an outer corrugated strip welded on and forming the circular base of the brake liners, which are held by copper rivets. The shoes are held in their proper radial position by six 3/8-inch pins, and together with flat springs withdraw the shoes to the inner position when the brakes are released.

The cast semi-steel brake drums have a diameter of 14 inches. The width of the six lining segments is two inches. The drums are machined to a thickness of 3-16 of an inch. They are provided with seven cooling and reinforcing pins 3/8 inch high. All four of the brakes are the same, but there is a slight difference in the front and rear carriers. The expansion tubes and hose connections are molded integrally and so is the master cylinder. A three-inch piston is connected with the brake pedal. The piston is carried in a cylinder guide, the rear head of the piston bearing against a closed rubber bag, contained in a chamber at the rear of the guide cylinder. The outlet elbow, connecting with a filler, shutoff and overflow valve is molded integrally with the master rubber bag.

By this it will be noted that the entire braking system is closed, without piston and cylinder joints, so that one filling of anti-freeze liquid lasts always, the air being passed to the valves at the top of the expansion tubes. The maximum pressure developed is about 40 pounds. Equalization occurs among not only the four brakes, but among all the twenty-four segmental shoes.

Large Earnings Realized In Face of Constantly Lower Prices

"In 1925, gross profits from sales of cars and parts were \$32,904,261, against gross profits in the preceding year of \$16,247,872. Gross profit per unit in 1925 was slightly lower than in 1924. Sales and gross profits, however, were doubled with only a nominal increase in overhead, as in 1925 the total charges after manufacturing costs, against earnings on account of selling, advertising, service administration, etc., were \$6,251,495, against charges on the same account in 1924 of \$6,719,217, an increase of just over \$500,000. These expenses last year per car sold were approximately half what they were in 1924. The spreading out of miscellaneous overhead over the increased sales volume was a principal factor in the increased earning power.

The arrangement also involves a continuing participation by the Continental and Fidelity-Phenix for a long period of years in the automobile's writings to the extent of 40 per cent. in the following classes of business: Fire, tornado, earthquake, sprinkler leakage, explosion, riot and civil commotion, automobile and inland transportation.

NEW YORK STOCK EXCHANGE

Previous, 1925			NEW YORK STOCK EXCHANGE						
High	Low	Div.		Sales	High	Low	Close	Change	
20	13		Advance Rumely	200	18 1/2	17 1/2	17 1/2	— 1	
62	47	3	Advance Rumely pf.	100	58	58	58	— 2	
15	9		Ajax Rubber	3,500	10 1/2	10 1/2	10 1/2	— 1 1/2	
35	21 1/2		Allis-Chalmers	2,500	8 1/2	8 1/2	8 1/2	— 1 1/2	
109	103 1/2	7	Allis-Chalmers pf.	200	108	108	108	— 1 1/2	
54	26 1/2		Am. Bosch Magneto	1,000	31 1/2	31	31	— 1 1/2	
20	11 1/2	1	Am.-La France	500	15 1/2	15 1/2	15 1/2	— 1 1/2	
44 1/2	27	1.50	Briggs Mfg. Co.	4,500	33 1/2	32 1/2	32 1/2	— 1 1/2	
52	27 1/2		Chandler Motor	1,200	48 1/2	47 1/2	47 1/2	— 1 1/2	
108	108		Chrysler Corp.	5,000	100	100	100	— 1 1/2	
50	48 1/2		Chrysler Corp. new	6,500	50 1/2	48 1/2	48 1/2	— 1 1/2	
111 1/2	100 1/2	8	Chrysler Corp. pf.	700	105	105 1/2	106	— 1 1/2	
15 1/2	8 1/2	.80	Continental Motors	1,900	11 1/2	11 1/2	11 1/2	— 1 1/2	
48 1/2	21 1/2		Dodge Bros. A.	21,100	44 1/2	43 1/2	44 1/2	— 1 1/2	
30	73 1/2		Dodge Bros. pf.	1,400	88	87 1/2	88	— 1 1/2	
10	7 1/2	2	Eaton	1,000	28 1/2	26 1/2	27 1/2	— 1 1/2	
80	60 1/2	6	Electric Star. Battery	2,100	73 1/2	73 1/2	73 1/2	— 1 1/2	
12	1 1/2		Emerson-Brant	200	3 1/2	3 1/2	3 1/2	— 1 1/2	
125	60 1/2	5	Fisher Body	2,500	98 1/2	97 1/2	97 1/2	— 1 1/2	
28 1/2	10 1/2		Fisk Rubber	16,400	23 1/2	22 1/2	22 1/2	— 1 1/2	
136	75 1/2	7	Fisk Rubber 1st pf.	1,600	115	114	114 1/2	— 1 1/2	
28 1/2	7 1/2		Gabriel Snubber A.	300	35 1/2	35 1/2	35 1/2	— 1 1/2	
16 1/2	4 1/2		Gardner Motor	300	8 1/2	8 1/2	8 1/2	— 1 1/2	
149 1/2	64 1/2	12	General Motors	12,000	117	115 1/2	115 1/2	— 1 1/2	
115	102 1/2	7	General Motors 7s pf.	200	114 1/2	114 1/2	114 1/2	— 1 1/2	
26 1/2	12 1/2	2	Giffden Co.	800	24 1/2	23 1/2	23 1/2	— 1 1/2	
104 1/2	36 1/2	4	Goodrich	1,400	62 1/2	61 1/2	61 1/2	— 1 1/2	
102	92 1/2	10	Goodrich pf.	1,000	97 1/2	97 1/2	97 1/2	— 1 1/2	
114 1/2	106 1/2	9	Goodyear T. & R. pf.	200	104 1/2	104 1/2	104 1/2	— 1 1/2	
49 1/2	30	3.50	Hayes Wheel	600	44 1/2	43 1/2	43 1/2	— 1 1/2	
339 1/2	33 1/2	3	Hudson Motor Car.	19,300	112	109 1/2	109 1/2	— 1 1/2	
24	14 1/2	1	Hump Motor Car.	2,800	27 1/2	26 1/2	26 1/2	— 1 1/2	
74	13	.59	Indian Motorcycle	100	19	19	19	— 1 1/2	
10	5 1/2		Jouanol auto. Car.	100	47	47	47	— 1 1/2	
10 1/2	12 1/2		Kelly-Springfield	500	17 1/2	17 1/2	17 1/2	— 1 1/2	
74	41		Kelly-Springfield 8s pf.	100	71	71	71	— 1 1/2	
124	87	6	Kelsey Wheel	100	117	117	117	— 1 1/2	
3 1/2	1		Keystone T. & R.	400	2	2	2	— 1 1/2	
19	11 1/2		Lee Rubber & Tire	1,200	13 1/2	13	13	— 1 1/2	
242	117		Mack Trucks	4,700	220 1/2	218 1/2	218 1/2	— 1 1/2	
113	104	7	Mack Trucks 1st pf.	100	110	110	110	— 1 1/2	
106 1/2	99	7	Mack Trucks 2d pf.	200	104 1/2	104	104 1/2	— 1 1/2	
32	10 1/2	2	Marlin Rockwell	800	28 1/2	28	28	— 1 1/2	
42	22 1/2	3	Moon Motors	1,000	35 1/2	34 1/2	34 1/2	— 1 1/2	
44 1/2	40	3.00	Motometer A.	600	40 1/2	40 1/2	40 1/2	— 1 1/2	
48 1/2	18	2.00	Motometer Wheel	1,000	30	30	30	— 1 1/2	
422	15 1/2		Murray Body	3,700	13	11 1/2	12 1/2	— 1 1/2	
48 1/2	15	16	Naah Motors	100	463	463	463	— 1 1/2	
48 1/2	15	2	Packard Motor Car.	6,200	40 1/2	40 1/2	40 1/2	— 1 1/2	
33	17	1.80	Palke-Detroit Motor	1,200	25 1/2	25 1/2	25 1/2	— 1 1/2	
47 1/2	10 1/2		Pierce-Arrow	2,100	35 1/2	35 1/2	35 1/2	— 1 1/2	
100	41		Pierce-Arrow 8s	300	90	90	90	— 1 1/2	
18	8		Reynolds Spring	1,800	9 1/2	9	9 1/2	— 1 1/2	
36 1/2	15 1/2		Spicer Mfg. Co.	3,600	26 1/2	26	26	— 1 1/2	
96 1/2	55	6	Stewart-Warner Speed	3,800	81	89	89 1/2	— 1 1/2	
89 1/2	61	6	Stromberg Carburetor.	600	75 1/2	74 1/2	74 1/2	— 1 1/2	
59 1/2	41	6	Stromberg Carburetor.	3,500	58 1/2	56 1/2	56 1/2	— 1 1/2	
59 1/2	37 1/2		Timken Roller Bearing	2,400	54	53 1/2	54	— 1 1/2	
97 1/2	33 1/2		U. S. Rubber	22,100	82 1/2	77 1/2	78 1/2	— 3 1/2	
108 1/2	52 1/2	8	U. S. Rubber 1st pf.	200	107 1/2	107	107 1/2	— 1 1/2	
104 1/2	57 1/2	4	White Motors	4,700	84 1/2	83 1/2	84	— 1 1/2	
34 1/2	7		Wilby-Overland	16,600	28 1/2	27	27 1/2	— 1 1/2	
32 1/2	7		Wilby-Overland pf.	700	94 1/2	94 1/2	94 1/2	— 1 1/2	
48 1/2	22 1/2	.75	Yellow C. & B.	2,800	31 1/2	30 1/2	30 1/2	— 1 1/2	
NEW YORK CURB MARKET									
			Cleveland Auto	400	29 1/2	29	29	— 1 1/2	
			Durant Motors	3,000	13 1/2	12 1/2	13	— 1 1/2	
			Electric Auto-Lite	200	72 1/2	72 1/2	72 1/2	— 1 1/2	
			Flagg Motors	3,000	10 1/2	10 1/2	10 1/2	— 1 1/2	
			Federal Motor Trucks	200	26 1/2	26 1/2	26 1/2	— 1 1/2	
			Firestone T. & R. 7s pf	40	99	99	99	— 1 1/2	
			Fisk Rubber 1st pf.	225	109	109	109	— 1 1/2	
			Ford Motor of Canada	10	621	621	621	— 5 1/2	
			Franklin Mfg. Co.	600	34 1/2	34 1/2	34 1/2	— 1 1/2	
			Goodyear T. & R.	8,000	27 1/2	27 1/2	27 1/2	— 1 1/2	
			Reo Motor	800	22 1/2	22 1/2	22 1/2	— 1 1/2	
			Republic M. Truck atn	1,500	8 1/2	8 1/2	8 1/2	— 1 1/2	
			Rickenbacker Motor	1,500	8	7 1/2	7 1/2	— 1 1/2	
			Spitford B. E.	100	42 1/2	42 1/2	42 1/2	— 1 1/2	
			Standard Motor	300	29 1/2	29 1/2	29 1/2	— 1 1/2	
			Stutz Motor	4,100	38 1/2	35 1/2	35 1/2	— 2 1/2	
			Timken Axle	100	9 1/2	9 1/2	9 1/2	— 1 1/2	
			U. S. Rubber Recl.	1,500	16 1/2	15 1/2	15 1/2	— 1 1/2	
			Yellow Taxi, New York	800	12 1/2	11 1/2	12 1/2	— 1 1/2	

New York, Dec. 30.—The anticipated bulge in crude rubber prices has not appeared. Evidently the advance in prices has been checked for the time. There is little active demand at present. Railroad purchases are supplying the bulk of the present demand for steel. A revival of automobile buying is expected after the turn of the year. The gasoline market is dull and unchanged. United States Motor at local refineries is still quoted at 11½ cents a gallon.

New York, Dec. 30.—The balance sheet of the Auburn Automobile Company as of November 30, 1925, shows the following items:—

Assets: Cash \$1,072,417; export bank acceptance, \$13,100; notes and accounts receivable, \$421,341; deferred charges, \$65,388; inventory, \$797,902; investments, \$50,000; land, building and equipment, less depreciation, \$545,410; good will, \$634,027; total, \$3,589,465.

Liabilities: Accounts payable, \$233,120; accrued accounts payable, \$800,000; capital stock (representing 100,000 shares of common, par \$25) \$1,500,000; profit and loss surplus \$1,051,531; total, \$3,589,465.

The former directors and officers of the company have been re-elected as follows: H. H. Timken, president of Timken Roller Bearing Company, chairman of the board; E. H. Langenbach, president United Alloy Steel Corporation, president; Charles Balough, vice-president and general manager; H. P. Blake, secretary.

"For instance, Hudson Motor earned last year \$21,378,000. It paid out less than \$5,000,000 in dividends, used about \$6,500,000 for plant expansion and put the balance of its earnings or \$10,000,000 into working capital and reserves. Inventories and trade accounts naturally increased with doubling of the volume of busi-

New York, Dec. 30.—The daily average production of crude oil in the United States last week aggregated 2,002,150 barrels.

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height.

The current (1984) smallest reported (1984) since April 11 last, in which the daily average output amounted to 1,993,600 barrels. According to opinion in oil trade circles, the daily average production will be well below the 2,000,000-barrel mark before midwinter, if the downward trend continues.

The daily average production of 2,002,150 barrels reported for last week represents a drop of 14,000 barrels from the total of 2,016,150 barrels reported in the previous week. In the corresponding week last year output averaged 1,963,150 barrels daily. Smaller production was reported in virtually all the important fields, including California, Oklahoma, North Texas, Arkansas, the Gulf Coast and Wyoming.

The following table shows the daily average production in barrels for the more important fields and slates, compared with other periods:—

	1925		1924	
	Dec. 25	Dec. 26	Dec. 27	Dec. 28
Arkansas	461.080	463.250	474.250	474.250
Kansas	102.650	102.650	81.950	81.950
North. Texas	86.950	87.350	92.950	92.950
South. Texas	86.950	87.350	92.950	92.950
West C. Texas	80.200	79.300	61.150	61.150
S. W. Texas	39.650	39.450	57.000	57.000
No. Louisiana	45.650	44.950	49.350	49.350
Ark. Coast	194.600	196.050	166.050	166.050
Gulf Coast	80.200	79.300	61.150	61.150
Eastern	103.000	102.500	104.900	104.900
Wyoming	76.250	79.400	61.950	61.950
Montana	16.200	16.050	5.300	5.300
Colorado	6.000	5.250	1.200	1.200
New Mexico	4.750	4.850	—	—
California	629.650	623.000	609.650	609.650

Total.....2,002,150 2,016,150 1,963,150

Receipts of California crude and refined oils, at Atlantic and Gulf Coast ports amounted 643,000 barrels last week, against 472,000 barrels the week before. Imports of foreign crude oils amounted to 724,000 barrels, against 1,239,000 barrels the week before.

STEEL PRODUCTS

Semi-Finished—Gross Tons		
Billets, rolling.....		a26.00
Billets, forging.....	\$40.00	41.00
Steel bars (hot rolled).....	1.90	2.00
Plates (hot rolled).....	1.90	1.70
Black sheets.....	2.50	2.40
Black sheets.....	3.35	3.40
Auto body.....	4.40	4.50
Bands.....	2.40	2.50
Cold rolled strip.....	3.75	3.80
Hot rolled strip.....	2.20	2.30
Pig Iron, Basic—		
Venezuela.....	20.00	21.00
Eastern Pennsylvania.....	22.00	23.00
IRON AND STEEL SCRAP *		
(Buying prices, f. o. b. New York.)		
Heavy melting steel.....	\$12.00	13.00
Machine shop turnings.....	9.00	10.00
Cut steel borings.....	9.00	10.00
No. 1 cast scrap.....	16.00	17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b., mill.		
High brass sheets.....	19 3/4	—
Copper, in rolls.....	21 3/4	—
Zinc, spot, New York.....	9.00a	9.05
Lead, spot, New York.....	9.25a	9.3b
Aluminum, virgin 99a99%.....	28 a	29

SEAMLESS TUBING

High brass	24.00
Copper	24.75
RODS	
High brass (round 5/8 to 2 1/2 in.)	16 1/2¢
Copper rods round	22 1/2¢

OLD MINERALS

Heavy machinery com.	9%a9%	10%a11%
New brass clippings..	8%a9%	10%a10%
Auto radiators	6%a7	7%a8
Brass, heavy	7%a7	8%a8%
Brass, light	6%a7	7%a8

RUBBER MARKET

Plantations—	Eld	Asked
First latex crepe, spot.....	94	95
December.....	94	95
January-March.....	90	91
April-June.....	85	86
Ribbed Smoked Sheets, spot.....	84	85
December.....	84	85
January-March.....	89	90
April-June.....	84	85
Para-Up-River, fine, spot.....	82	82
Island, fine.....	78	79

SCRAP RUBBER		
Inner tubes, No. 1.....	11	a 12
Inner tubes, No. 2.....	8	a 9
Inner tubes, No. 2 red.....	7	a 8
Tire, automobile, white, ton.....	\$60.00	\$70.00
Mixed.....	46.00	45.00
Reclaimed rubber.....	10	10
shoe reclaimed, 10%; tube reclaimed, 11%.		

OIL AND GASOLINE
MOTOR GASOLINE

MOTOR GASOLINE	
Garages (steel barrels).....	— a17
Up-State New York.....	— a17
Single tank cars, delivered,	
New York	12½aNom.
CRUDE PRICES AT WELLS	

EASTERN—	Penn. gra
Penn. grade oil	in Buck

in N.Y. Tran.		Line Co. lines	\$3.50
Co. lines.....	\$3.65	Abell	2.10
Bradford District		Murning	1.85
oil in Nat. Tran.		Island	1.15
Co. lines.....	2.65	W. & W.	2.50
Penn. grade oil		Southern	2.55
in Nat. Tran.		CENTRAL—	
Co. lines	3.65	Lima	1.98
Gaines grade oil		Indiana	1.78
in Nat. Tran.		Princeton	1.87
Co. lines.....	3.20	Illinois	1.80
Penn. grade oil		Waco	2.00
in S. W. Pa.		Waterloo, Ill.	1.40
Pipe lines	2.55	Plymouth	1.00
Penn. grade oil		Canadian	2.25
in Burck F.	2.50		

Activities

SAFES

Chicago, Dec. 30.—R. H. Rittenhouse had just formally opened his new motor sales quarters at 824 Diversey Parkway. When he and the guests departed after the ceremony, \$1,200 was left in the office safe. The next morning Rittenhouse found that burglars had broken in, cracked the safe and escaped with the funds.

STUDEBAKER DEALER

ARGHES, ARK.

Dec. 30.—The Company and suc-

SHIP

ANGELES

Los Angeles, Dec. 30.—The roadway National Ajax Agency has opened in temporary quarters at 3767 Moneta Ave. J. K. Fronk of the J. K. Fronk Finance Company, and president of the Bureau of Business Standards, Inc., is the owner of the new dealership.

PHILADELPHIA DEALERS

IN NEW SHOWROOMS

Philadelphia, Dec. 30.—Meehan Brothers of 707-709 East Girard Ave., associate dealers of Dodge cars and Graham motor trucks, have just opened their new showrooms.

HOLIDAY DINNER GIVEN

FORD FIRM EMPLOYEES

South Tacoma, Wash., Dec. 30.—More than 100 employees and their families of Edward P. Leonard's Ford dealership here were guests of the company at a holiday chicken dinner. Short talks were made by Mr. Leonard and Manager H. G. Schreiber. F. L. Hennessy was toastmaster.

BUYS FORD DEALERSHIP

AT LEMARS, IOWA

Sioux City, Iowa, Dec. 30.—H. R. Harley, well known in automotive circles here, has just purchased the Ford dealership at Lemars from J. M. Fickey, and will take possession January 1.

GIFTS FOR OWNERS AND

STAFF OF HARTFORD FIRM

Hartford, Conn., Dec. 30.—The sales and service force of the Mohegan and Amidon Sales Corporation, Hudson, Essex and Hupmobile associate dealers, held a Christmas party, at which they presented the owners of the business with an office smoking set. The men, in turn, were the recipients of remembrances from the officers, in recognition of their work this season.

HUDSON-ESSEX DEALER

IN MONTANA EXPANDS

Billings, Mont., Dec. 30.—C. J. Williams of the Billings Hudson-Essex Company announces that his company has taken over Thermopolis, in the Wyoming territory, and will cover that section in connection with its business here.

\$10,000; to conduct taxicab business; Walter Heid, 736 10th Ave., New York; Helen Haas and Herbert L. Suydan.

McNally Transfer Company, Inc., Manhattan \$100,000; to conduct trucking, contracting and stevedore business; Meyer Newman and Nathan Resnikoff, 547 West 27th St., New York, and Bessie Resnikoff. Lachen Garage Corporation, Manhattan, \$25,000; to conduct automobile business and gasoline stations; Charles Rush, 141 Broadway; Jennie A. Katz and Mary Taglia.

Rossandy, Inc., Niagara Falls, 500 shares no par value; to conduct garage business; R. R. Coddington, S. J. Morden and Charles A. Tattersall.

Anchor Service Company, Inc., Manhattan, 300 shares no par value; to conduct garage business; M. R. Spink, Maspeh; Rose Samrock, 628 Vermont St., Brooklyn, and Doris Mermelstein.

White Brothers, Inc., Queens county, \$10,000; to conduct garage business; Edward J. White, 118 Beebe Ave., Long Island City; Thomas White and Julius Dreyfuss.

Gardner Long Island Corporation, Manhattan, \$50,000; automobiles and motor vehicles, stocks, bonds; Frank A. Blane, 1720 University Ave., New York; Edward Files and Joseph P. Curley.

James C. Peoples, Inc., Manhattan, \$20,000; to conduct general trucking business; James C. Peoples, Mary E. Peoples and John J. Lawlor, all of 212 West St., New York city.

Mohor Motor Sales, Inc., North Pelham, 200 shares preferred stock at \$100 par value and 100 shares common stock no par value; Robert Mohor and Charlotte R. Mohor, 436 Carroll Place, Pelham Manor, and Edward Helles, 1751 Van Buren St., New York city.

Martin-Wheeler Motor Company, Inc., Troy, \$10,000; automobile business; William S. Martin, 175 5th Ave., Troy; George J. Wheeler and Agnes B. Wheeler.

Moose Taxi Operating Corporation, Manhattan, \$10,000; to operate motor vehicles; Hortense Cohn, 29 Bennett Ave., New York city; Gladys Dawn and Pearl Klein, Borough Transport Lines, Inc., Queens Borough, \$25,000; to operate omnibus route; Robert Hinderer, 1916 Woodbine St., Ridgewood; Herman Knauth and Louis Gelobter.

Percy P. Pierce, Inc., Town of Evans, Erie county, \$10,000; auto accessories; Percy P. Pierce and L. M. Pierce of Derby and Joseph Swart, 932 Prudential building, Buffalo.

Improvements

PLAN \$150,000 TRUCK HOME

Portland, Ore., Dec. 30.—

Wentworth & Irwin, Inc., Oregon distributors for GMC and Doane trucks, has purchased an entire block in Portland's new auto truck center, and will erect a two-story building costing about \$150,000. In addition to its truck business the concern operates one of the largest auto body and top-building plants in the city.

NEW HUPP HOME IN TEXAS

Dallas, Tex., Dec. 30.—Its new sales and service building on Pacific Avenue has just been occupied by the Helm-Burks Motor Company, Hupmobile dealers. The building is two stories high, of concrete and brick construction, and faces 108 feet on Pacific Avenue and 112 feet on Preston Street. The company was organized early this year by T. A. Helm and David F. Burks. In addition to this retail organization the new Hupp building is occupied by J. R. Overstreet, distributor for north and east Texas, who maintains headquarters in Dallas.

BUYS \$70,000 HOME

Springfield, Mass., Dec. 30.—Harry W. Young has just bought a half interest in the property at the corner of Congress and Main Streets as a permanent home for his Chevrolet dealership. He has improved the property by adding a

Fire Losses

\$35,000 BLAZE IN GARAGE

Providence, Dec. 30 (U. T. P. S.)

—Adams's garage on Waterman Street at Greystone has been destroyed by fire, together with twenty-three automobiles, the entire stock of the garage and repair shop and all equipment. The total loss is expected to be in excess of \$35,000, and is partly covered by insurance.

large garage in the rear to care for the service department and work is about to begin on remodeling the salesroom. The price paid was about \$70,000.

Centre
of New York's
Activities

HOTEL

CONTINENTAL

Broadway and 41st St.
NEW YORK

Room with Bath
\$3.00 & upwards

—and Mr. Emerson of Yellow Cab READS the A. D. N.

Personal Items

GRANGER ON VISIT EAST

San Jose, Cal., Dec. 30.—Earl Granger, head of the Granger Motor Sales Company, is making a short visit East in the interest of his firm. He is the local representative for Willys-Knight and Overland. Before returning he will visit several factories.

GRANT REGAINING HEALTH

Seattle, Wash., Dec. 30.—H. P. Grant, pioneer dealer here, who suffered a stroke of paralysis about three weeks ago, is improving in health, although still confined to his home. He is head of the Seattle Automobile Company, distribu-

tors for Locomobile, Moon and Diana.

HURST AT FRENCH LICK

Chicago, Dec. 30.—Charles H. Hurst, manager of the Chicago branch of the Olds Motor Works, is spending the holidays at French Lick, Ind.

LOCK GETS SALES PRIZE

Portland, Ore., Dec. 30.—Stanley Lock, salesman for Wentworth & Irwin, Inc., Nash and Ajax distributors, has just passed the \$15,000 mark in the sales contest conducted by the firm, thereby winning a \$100 award offered any salesman reaching that volume.

STEINCIPHER HONORED

Olympia, Wash., Dec. 30.—John Steincipher of the Fred Hess Motor Company staff of Kelso has just been made an official of the Cowitz County High School basketball league.

Incorporations

MASSACHUSETTS

Boston, Dec. 30 (U. T. P. S.).—The following firms have just granted incorporation by the secretary of State: New York Tire Corporation, Springfield, \$50,000; automobile tires and accessories; George A. Baum and Edwidge A. Donovan, both of Holyoke, and Samuel Katz, of Bridgeport, Conn. Culcanite Corporation, Boston, \$250,000; rubber, leather compositions; Artemas B. Upham, Malden; Oliver P. Hussey, Allston, and Henry I. Benedict, Cambridge.

Huntington Motor Mart, Inc., Boston, \$100,000; gasoline, oil, motor accessories; Jean Feldman and Samuel Bergson, Dorchester, and John D. Ford, Belmont.

Live Leather Products Company, Inc., Cambridge, \$100,000 and 1,000 no-par value shares; rubber webbing and leather products; Edmund O'Callaghan, Brighton; Walter C. Mitchell, Wellesley and Elizabeth Barrett, Lynn.

NEW YORK

Albany, N. Y., Dec. 30.—Certificates of incorporation just filed with the secretary of state include:—

Haines Development Company, Inc., Gloversville, \$75,000; to manufacture automotive accessories; Harry A. Cole, 167 West 47th St., New York; Merl Haines and Howard A. Sheldon, 48 West Fulton St., Gloversville.

Wilma Gormley Oil Company, Inc., Carthage, \$50,000; to operate gas filling stations; Ambrose H. and Gerald A. Gormley and Warren G. Richardson of Carthage.

W. F. Taxi Holding Corporation, Manhattan, \$10,000; to conduct taxi business; Hortense Cohn, 21 Bennett Ave., New York; Lillian Bonapart and Pearl Klein, Corona Operating Company, Manhattan,

PAUL H. GEYSER, President
H. C. BRADFIELD, Vice Pres.

P. L. EMERSON, Vice Pres.
IRVING B. SABCOCK, Secy. & Treas.

W. F. FIELDER, Asst. Secy.
E. J. KELTY, Asst. Treas.

YELLOW CAB MANUFACTURING SALES CORPORATION



5801 W. DICKENS AVE
CHICAGO

October 29, 1925

Mr. Alexander Johnston, Editor,
Automotive Daily News,
1926 Broadway,
New York City.

Dear Mr. Johnston:

Permit me to express my appreciation for your publication - Automotive Daily News.

There is a real need for a quick, reliable, up-to-date news and merchandising service, and I find it helpful to have on my desk each day, information concerning the entire industry.

I wish you continued success.

Yours very truly,

P. L. Emerson

P. L. Emerson
Vice-President Directing Sales



YELLOW CAB



THE HERTZ CAR



YELLOW CAB DELIVERY
(1 TON)



YELLOW CAB EXPRESS
(1 TON)

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Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below—

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I enclose \$..... or I will send \$..... upon receipt of bill.

Name

Street

City State

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Continental Motors Co.
Detroit Carrier Mfg. Co.
Durant Motors, Inc.
Elear Motor Car Corp.
Fliat Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hayes Wheel Co.
Hewitt Rubber Co.
Hupp Motor Car Corp.
Irving Engineering Sales Co., Inc.
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Pierce-Arrow Motor Car Co.
Portland Cement
Rawlings Co. of America
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Rowe, Inc., Wm. L.
Staynew Filter Corp.
Stewart Motor Corp.
Stutz Motor Car Co. of Am.
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